

What I claim is:

1. In a personal and business information web card system including at least a server having at least a database and a search engine, a privacy control system comprising:
 - 5 a) means for storing a set of web card information of each individual user of the web card system;
 - b) means for determining privacy control levels of the web card information of the individual user as selected by the individual user;
 - c) means for transmitting, at the registration user's initiation, selected web
- 10 card information of a particular privacy control level with an authorization code to other users;
- d) means for storing a table of authorized names of the other users for each level of privacy control;
- e) means for looking through the table of authorized users' names when any of the other users conducts a search; and
- f) means for generating a corresponding web card of the individual user to the other user once the authorization is confirmed.
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- 20 2. A privacy control system of claim 1, wherein said means for storing the web card information is part of said database.
3. A privacy control system of claim 1, wherein said means for storing a table of authorized names is part of said database.
- 25 4. A privacy control system of claim 1, wherein said means for determining privacy control levels and means for looking through the table of authorized users' names form portions of a privacy control unit.
- 30 5. A privacy control system of claim 1, wherein said means for transmitting selected web card information and means for generating a corresponding web card are part of said search engine.

6. A method of controlling privacy in a personal web card system including at least a web card server having at least a database and a search engine, comprising the steps of:
- 5 a) storing a set of web card information of each individual user of the web card system in said database;
- b) determining privacy control levels of the web card information of the individual user as selected by the individual user;
- 10 c) transmitting, at registered user's initiation, selected web card information of a particular privacy control level with an authorization code to other users;
- d) storing a table of authorized names of the other users for each level of privacy control;
- 15 e) looking through the table of authorized users' names when any of other users conducts a search; and
- f) generating a corresponding web card of the individual user to the other user once the authorization is confirmed.
7. A method of controlling privacy of claim 6, wherein said search server includes a privacy control unit, that determines the status of a searcher who submits a search inquiry, and automatically gives the searcher a security code if the searcher is determined as a first time searching a predetermined registered user.
- 20 8. A method of controlling privacy of claim 7, wherein said privacy control unit will looks through the table of authorized users' names to decide which level of privacy control is given to the searcher, and then the server will generate a corresponding web card to the searcher.
- 25 9. A method of controlling privacy of claim 6, wherein there are at least three versions of web cards corresponding to at least three levels of privacy control

of issuance of the web cards.

10. A method of controlling privacy of claim 7, wherein the three version cards
are a simplified version card for unknown searchers or searchers given
5 limited authorization, and a regular version card for regular social and working
contacts, and a detailed version card for family and close friends.
11. A method of controlling privacy of claim 7, wherein there is a fourth version
web card for emergency information including at least health, medical,
10 insurance, and legal matters.
12. A method of controlling privacy of claim 6, wherein the web card system will
transmit from time to time all personal information to other selected and
designated users of such information, respectively, in accordance with the
15 authorization given to these users.